

GERMAN TRAVEL MARKET TRENDS AFTER SEPT. 11, 2001

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This report provides information gathered through trade publications (Travel Talk 38/01 and 39/01, FVW 22/01) and discussions with industry members on the current German travel situation to the United States.

REACTIONS

German travelers are expected to recover quickly from the shock of the Sept. 11 attacks and get over their fear of traveling. One professor of tourism even suggested in a newspaper interview that the site in Manhattan may become a place of pilgrimage for tourists. How the world's leaders react may further influence German travelers' willingness to travel, particularly to the United States.

CANCELLATIONS

Between 25 and 30 percent cancellations are reported by Rewe Touristik. Major destinations affected: USA and Middle East. Tour operators FTI (Frosch Touristik International) and Rewe Group operators DERTOUR, Meier's Weltreisen and ADAC (Allgemeine Deutsche Automobil Club) report 25% cancellations for North American vacations. FTI reports that anxious clients are producing "dubious" doctor's certificates so that they can cancel their vacation without paying cancellation fees. The German Association of Business Travel (VDR) reports that business travel is down to all destinations but have not given any statistics on this. Companies are re-evaluating the necessity of each business trip. Most major German tour operators immediately offered to cancel or rebook trips to the United States at no cost to the client, up to Sept. 26, 2001.

REDUCED AIR SCHEDULES

Lufthansa has taken off its Berlin-Washington flight, and has reduced its Frankfurt-Washington and Frankfurt-New York (JFK) connections from two down to one connection per day. Continental Airlines has discontinued its Dusseldorf to Newark flight and closed their Dusseldorf office on Sept. 30, 2001. U.S. Airways has stopped its Frankfurt-Charlotte route until March 2002. Delta Air Lines has reduced its capacity on the Munich-Atlanta route. All airlines are reported to be reducing their international business by approx. 20%.

DESTINATIONS AFFECTED

The United States and the Middle East are the most affected destinations experiencing cancellations at present. The Mediterranean area around France, Italy, Spain and Greece is expected to see increases in visitors at the expense of Egypt, Turkey and Tunisia.

OUTLOOK FOR UNITED STATES

Travelers have a short memory and are expected to continue traveling, taking delays due to increased airport security in their stride. Consumer inquiry levels to U.S. regional tourist board representatives in Germany have been down in most cases, but are picking up again. There will be cheaper offers on the market to encourage travelers, e.g. to go shopping in New York, and though it will take some time, the market is expected to recover and attain previous levels of visitation.

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IMI Customer Satisfaction Survey

U.S. Department of Commerce
International Trade Administration
The Commercial Service

The U.S. Department of Commerce would appreciate input from U.S. businesses that have used this IMI report in conducting export market research. Please review the privacy statement / disclaimers at the bottom of this Web site. Please take a few moments to complete the attached survey and fax it to 202/482-0973, mail it to QAS, Rm. 2002, U.S. Department of Commerce, Washington, D.C. 20230, or Email: Internet[Robert.Opfer@mail.doc.gov].

* * * About Our Service * * *

1. Country covered by report: _____

Industry/title: _____

Commerce domestic office that assisted you (if applicable):

2. How did you find out about the IMI service?

- ☐ Direct mail
- ☐ Recommended by another firm
- ☐ Recommended by Commerce staff
- ☐ Trade/state/private newsletter
- ☐ Department of Commerce newsletter
- ☐ Other (specify): _____

3. Please indicate the extent to which your objectives were satisfied:

- 1-Very satisfied
- 2-Satisfied

- 3-Neither satisfied nor dissatisfied
4-Dissatisfied
5-Very dissatisfied
6-Not applicable

- ☐ Overall objectives
☐ Accuracy of information
☐ Completeness of information
☐ Clarity of information
☐ Relevance of information
☐ Follow-up by Commerce representative

4. In your opinion, did using the IMI service facilitate any of the following?

- ☐ Decided to enter or increase presence in market
☐ Developed an export marketing plan
☐ Added to knowledge of country/industry
☐ Corroborated market data from other sources
☐ Decided to bypass or reduce presence in market
☐ Other (specify): _____

5. How likely would you be to use the IMI service again?

- ☐ Definitely would
☐ Probably would
☐ Unsure
☐ Probably would not
☐ Definitely would not

6. Comments:

* * * About Your Firm * * *

1. Number of employees: ☐ 1-99 ☐ 100-249 ☐ 250-499
☐ 500-999 ☐ 1,000+

2. Location (abbreviation of your state only): _____

3. Business activity (check one):

- ☐ Manufacturing
☐ Service
☐ Agent, broker, manufacturer's representative
☐ Export management or trading company
☐ Other (specify): _____

4. Value of export shipments over the past 12 months:

- ☐ Less than \$10K
☐ \$11K-\$100K
☐ \$101K-\$500K
☐ \$501K-\$999K
☐ \$1M-\$5M
☐ More than \$5M

May we call you about your experience with the IMI service?

Contact name: _____

Phone: _____

Fax number: _____

Email: _____

Thank you--we value your input!

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